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Get Noticed Through the Chamber

SCRANTON, PA, October 31, 2006—Businesses around the area can now take advantage of new marketing and sponsorship opportunities to grow their businesses, and a new publication is helping to give more opportunities for businesses to market themselves in new and unique ways.

The marketing and sponsorship program entitled “Get Noticed” is exclusively for members of The Greater Scranton Chamber of Commerce. “Get Noticed” features all marketing opportunities that are available through the Chamber, including the Disney Institute, Great Business Card Exchange display tables, and many others.

“Business-to-business marketing has become very challenging,” stated Austin J. Burke, president, the Chamber. “We have very successful tools that members can use to build their list of business contacts, and we’re excited to offer many new, unique, and highly targeted marketing programs to our members.”

Advertising and marketing strategies have undergone dramatic changes in the past decade. A simple newspaper or television ad may not be enough for many companies to reach their marketing goals, especially in the challenging environment of business-to-business marketing. The Chamber’s marketing and sponsorship program helps members fill this void in their marketing efforts.

Many types of programs, awards, and media are available for members to utilize to grow their businesses. Members can sponsor the Chamber’s award winning web site at www.scrantonchamber.com and can also sponsor Chamber events. For example, Fidelity Deposit & Discount Bank sponsored the 24th Annual Small Business of the Year Luncheon. PNC Bank and Sanofi Pasteur co-sponsored the Chamber’s Annual Dinner last spring, which drew more than 600 area business professionals.

Sponsorships are available in varying amounts, all starting at \$50. The program is flexible and the Chamber staff will work with businesses of all sizes to accommodate their financial capabilities. All area businesses, large and small, are encouraged to take advantage of this non-traditional marketing opportunity, which will allow Chamber members exposure to many community, business, and government leaders and decision-makers.

For more information on sponsorships available through the Chamber, download “Get Noticed” at www.scrantonchamber.com. Information is also available by contacting Jeffrey A. Rubel at 570.342.7711, or at jrubel@scrantonchamber.com.

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